

**SAMPLE  
THE THRILLING  
TASTE OF  
FACTORY FRESH  
CIGARS**



**AT OUR EXPENSE**

THEO H NELSON  
PO BOX 1546  
POUGHKEEPSIE

NY 12603



*"Will you help me  
find 975 Gentlemen  
who are seeking  
a Fine Factory-Fresh Cigar?"*

Dear Sir:

My name is Tom Timmins. I'm an old cigar manufacturer, have been for 52 years and I'm looking for 975 gentlemen who will settle for nothing less than the best.

For each of these 975 men I have a thrill in store, a thrill that will take them back to happier smoking days, days when the fantastically mild and flavorful Cuban leaf could be savored, enjoyed and lingered over.

You may be one of the men I am seeking. Or you may be able to lead me to a friend of yours who is seeking a factory fresh cigar. When you bring the two together-- fine - mild cigar and a knowledgeable smoker -- you bring about as happy a friendship as one can possibly imagine.

If you do like fine cigars and if you recall with mouth-watering nostalgia that wonderful tobacco we used to enjoy B.C. (before Castro), then you'll be interested in a true story that has all the elements of a cloak-and-dagger novel ... and beats James Bond 007 right off the map!

The incredible story begins in 1963 when the Castro embargo hit the cigar industry like an atomic bomb, wiping out our supply of this choice tobacco. Not a pound of Cuban tobacco has arrived in this country since.

The embargo meant little to the giant producers of cigarettes and cigars. They merely switched their source of supply. But the story was different for the little fellows. Lesser quality would mean ruin. And here is where the cloak-and-dagger thriller comes in.

A daring group of ex-patriate Cubans, unsympathetic to Castro and the Communists, banded together and made a pact that would cost them their lives if discovered.

One dark night, under the cover of a storm, they put to sea in a small boat and ran the bristling gantlet of Castro's gunboats. Their small craft, tossed and driven by giant waves, carried a precious cargo -- tobacco seeds bound for Tegucigalpa, Honduras.

In Tegucigalpa, an area with soil, water, temperature, humidity and other climate conditions similar to those of their homeland, these modern-day pilgrims planted those seeds. They taught the Honduran farm owners and farm hands how to till the soil properly, how to irrigate, fertilize and cultivate the crop. They showed them how to hang acres of cheesecloth canopy over "shade" tobacco, and built huge barn like curing sheds.



Their first harvest was mostly seed crop; but they did cure a limited amount of leaf (it takes up to two full years!) Thus, after three years, they were able to test it. The results: Caramaba-- Magnifico!

The supply is still very small -- but it has increased enough to put some on the market. It is our good fortune, because our clientele is select, to be able to satisfy the wishes of our good customers and gradually increase our list.

That's why we are coming to you at this time to see if you would like to sample the pleasure of this fine tobacco. Or, if you are not interested at this time -- perhaps you can recommend a friend. Either way we would appreciate hearing from you.

Will you do us this favor, please?

A special card is enclosed. Please punch out the perforated "cigar box". If you would like to try the Thompson Variety Cabinet of 48 cigars -- made from fine mild tobaccos -- put the "cigar box" in the YES slot. This will be your request for us to mail the Variety Cabinet to you POSTPAID AND AT ABSOLUTELY NO OBLIGATION TO BUY.

On the other hand -- if you wish to pass up this offer at this time, we will appreciate it if you will put the "cigar box" in the NO slot and return, thus releasing the Variety Cabinet to someone else.

On the chance that you will put the "cigar box" in the YES slot -- I would like to further explain our NO RISK OFFER. It means just that. We'll ship the Thompson Variety Cabinet of 48 fine, fresh cigars to you POSTPAID. Smoke one, or a half dozen, or a dozen with my compliments. If these cigars aren't all you expect and a great deal more -- return the remainder by parcel post - I'll pay the postage and you'll owe nothing. And if you are delighted -- the complete cost is only \$6.95.

So I will certainly appreciate it if you will return the YES or NO card in the postage-free envelope today. It has been nice chatting with you -- if only by mail.

Sincerely,

*Tom Timmins*

Tom Timmins

P.S. If you will return the YES or NO card in the postage-free envelope today, I'll sure appreciate it.

*Thompson & Company, 200 NORTH EDISON, TAMPA, FLORIDA*

**BUSINESS REPLY MAIL**

NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

POSTAGE WILL BE PAID BY—

*Thompson*

P. O. BOX 1839

TAMPA, FLORIDA 33601

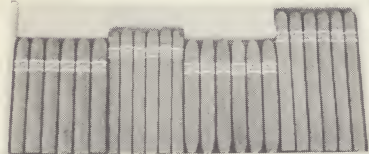
FIRST CLASS PERMIT



TAMPA, FLORIDA



MAKE YOUR  
**YES OR NO**  
SELECTION  
OF FINE CIGARS  
**NOW!**



Press out  
"CIGAR BOX"  
Put in slot

**YOUR OPPORTUNITY TO SAMPLE  
THE FINEST CIGARS MADE IN  
THIS COUNTRY SINCE 1963!**  
*Money-Back Guarantee*

**YES**

Here is my vote  
to try the Thompson Variety  
Cabinet on a no-risk-to-me  
basis.

SEE BACK OF  
THIS CARD FOR  
NAMES OF CIGAR  
SMOKING FRIENDS

**NO**

But I am recom-  
mending the names of some  
cigar connoisseurs on the  
back of this card.

**HERE IS MY SELECTION: TOM TIMMINS**

TO: Tom Timmins, Thompson & Co., P. O. Box 1839, Tampa, Fla.  
Please send me postpaid your Thompson Variety Cabinet of 48  
mild factory fresh cigars. I understand that this places me  
under no obligation to buy; that if I send payment now, it will  
be refunded in full if I am not satisfied; that if I return the  
unused portion of the Cabinet, you will pay the return parcel  
post charges.

☐ \$6.95 Enclosed

☐ Bill me. I'll remit in 10 days or  
return the remainder of the cigars.



SIGN HERE →

THEO H NELSON  
PO BOX 1546  
POUGHKEEPSIE

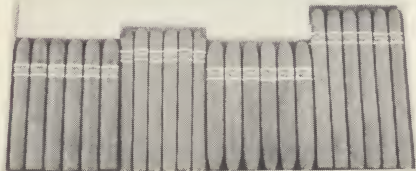
NY 12603



### Money-Back Guarantee!

If for any reason whatever, you are not 100% satisfied after test-smoking several cigars, you will be granted a refund in full or your bill will be cancelled on the return of the remainder. Thompson & Co. pays the postage both ways.

**PRESS OUT BOX  
ON OTHER SIDE AND  
INSERT IN SLOTS!**



**TOM-** *These are names and addresses of gentlemen I know appreciate a custom-made cigar made of the finest tobacco in the world!*

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Zip \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Zip \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Zip \_\_\_\_\_



*Thompson Cigar Company*

*200 North Edison Avenue Tampa, Florida*